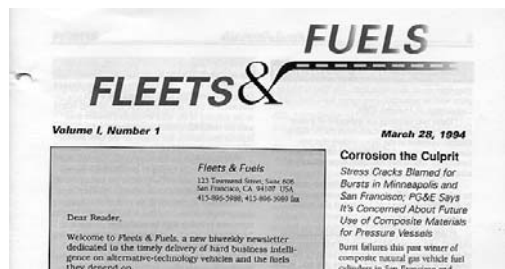


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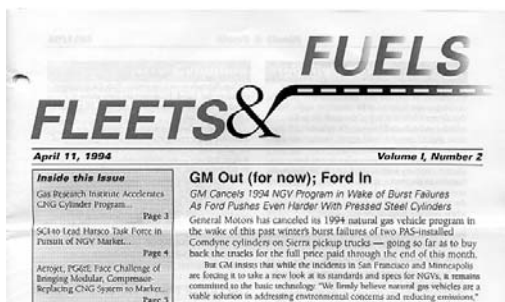
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Hydrogen Highway Public Education Team
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San Francisco Chronicle, August 10, 2004

The New York Times
nytimes.com

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SPONSORED BY: NEW PLAYERS IN THEATERS

August 11, 2004

Global Oil Demand Expected to Exceed Forecasts, Report Says

By JAD MOUAWAD

PARIS, Aug. 11 — Global oil demand is expected to be higher in 2004 and 2005 than initially forecast, increasing pressure on oil producers to boost their output at a time when rising oil prices may hurt a recovering world economy, according to a report by the Paris-based International Energy Agency.

Supply disruptions in Iraq, uncertainty over the fate of Russia's top producer Yukos, and rising demand in China have pushed oil prices to record highs recently.

from www.nytimes.com, August 11, 2004

H₂

Key Positives

- Oil companies and auto companies agree
- Bush and Kerry agree
- Potential for zero emissions
- *Sexy*



“The debate is essentially over.”

“The fuel cell will be the automotive engine of the 21st century.”



*Dennis Campbell, president & CEO
Ballard Power Systems*

FUELS FLEETS &

August 9, 2004

Volume XI, Number 16

GM Dropping CNG Vans
Dealers Told This Past Tuesday
See Page 4

Elk Grove's Hybrid Bus Start...
Page 2

Hydrogenics, Deere Extend Pact...
Page 2

No Honda Hybrids for Fleets...
Page 2

Honda PEM Stack Is Certified...
Page 3

Westport & Impco See Gains...
Page 4

LNG Tractors for Long Beach...

Fuel Cells: 'The Debate Is Over'

DaimlerChrysler and Ford Increase Their Stakes in Ballard

As CEO Stands by the Promise of Zero-Emission Technology

"The debate," says Ballard Power Systems president and CEO Dennis

Campbell, "is essentially over."

Despite "the long wait and the uncertain timelines," he says, "the fuel

cell will be the automotive engine of the 21st century."

"Hybrid electric offers great curb appeal," Campbell concedes, but have

a "fatal flaw" — they require fossil fuel.

"Only fuel cells have the potential to eliminate our dependence on

fossil fuels and at the same time eliminate the production of tailpipe pollu-

tants and greenhouse gases," Campbell said. "We will win over the skeptics."

Campbell made his remarks after

Ballard (NASDAQ:BLDP) posted a second

quarter revenue drop of 27 percent, to

\$21.2 million (U.S.) from \$29.1 million

during the same period last year. Ballard

has been the most active company in the fuel



You have powerful allies.



"What we see here today, this is the future of California and the future of environmental protection..."

"Hundreds of hydrogen fueling stations will be built, and these fueling stations will be used by hundreds of thousands of cars and trucks and buses."

--Gov. Arnold Schwarzenegger, April 20, 2004

There Are Powerful Negatives Too

- Vehicles are prohibitively costly
- Vehicles have not materialized in quantity
- Hydrogen takes energy to produce
- The fuel tanks are a nightmare
- Infrastructure!
- *Once skepticism takes root, it will be hard to eliminate*



The Governor was there on April 20...



Once skepticism takes root, it will be hard to eliminate.



What motivates fleet customers?



- "FedEx Express recognizes effective environmental management as a global corporate priority, and is actively involved in environmental innovations and technologies."
- "FedEx Express is proud to be the first company to make a long-term market commitment to develop and utilize hybrid electric delivery trucks."

David J. Bronczek, president, FedEx Express

What motivates fleet customers?



"Our strategy is to identify technology with present and near-term application for the industry... Rather than deploying futuristic showpieces, we have focused on more transparent advancements with wide application."

"Our couriers, drivers, loaders, maintenance people and operations should not be impacted by the addition of these green vehicles... And yet, the reduction of pollutants should be very noticeable and measurable."

Greg Miller, fleet manager, DHL Americas

"Environmental legislation concerning air quality, resulting political pressure and pressure from NGOs [and] strategic considerations regarding limited fossil fuel resources..."

"Concepts like London City Charge [are expected] to be introduced in other European cities, thus restricting our market access if we do not have clean vehicles in our fleet."

*Winfried Häser,
world environmental manager, Deutsche Post (and DHL)*



"We're motivated by health and quality of life improvements in the communities we serve. The people at greatest risk, children and senior citizens, are riding our buses."

Jaimie Levin, AC Transit



What really motivates fleet customers?



What motivates them even more?



"Without the funding we wouldn't be involved in this...
There's still a huge gap in the cost between this service and
our usual service."

Jaimie Levin of AC Transit

What motivates fleet customers?

- Funding

What motivates fleet customers?

- Funding
- Consistency

What motivates fleet customers?

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- Consistency
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- Consistency

What motivates fleet customers?

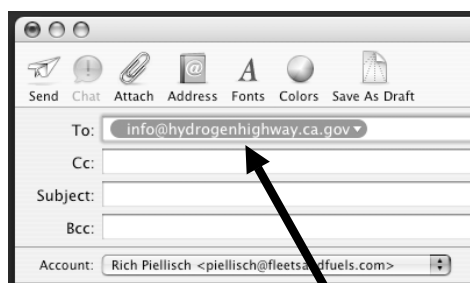

- Funding
- Consistency
- Funding
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- Funding
- Consistency

A message must be repeated to be heard.
A message must be repeated to be heard.
A message must be repeated to be heard.

Once skepticism takes root, it will be hard to eliminate.



WWW



Disappointed!



Melissa Meuser

Manager - Hydrogen Highway Public Education Topic Team
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CONVENTION TRADESHOW NEWS

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SHOWTIMES

EVS-20

TUESDAY, NOVEMBER 18, 2003

EVS-20
20th International Electric Vehicle
Symposium and Exposition



Making Waves
Wood-Cox Technology is promoting a
special battery technology applicable to
autonomous characteristics, and advanced
"Adaptive" systems here at EVS-20.
—See Page 8



Exhibitor of the Honda FCX fuel cell vehicle has been an spectacular (and a bit of a spectacle!) at EVS-20 this week.
Honda claims to have the first ever fuel cell vehicle certified for regular street use, putting not only that FCX
new to market, with city officials in Los Angeles have region California license plates.
Honda's displaying at Booth #11 here. Wings national.

Mid-Del Trains Well

SHOWTIMES

CLEAN CITIES

MONDAY, MAY 3, 2004



10th National Clean Cities
Conference and Expo

A Far Broader Scope
Clean Cities Director Moby Lacey will
invite you to Fort Lauderdale and explain
why and how Clean Cities has significantly
broadened its clean air and fuel efficiency
program for 2004.
—See Page 2

And the Winner Is...
...will, after this one, in clean air winners
from around the world were recognized at
the Clean Cities National Partner Awards
Dinner last Monday evening.
—See Page 8-7



General Motors commercial marketing director John Gordon with hybrid electric vehicles said to be the world's first fuel
cell electric pickup truck, it's the first GM hybrid to go commercial use, and is being introduced to the first fleet com-
panies, the General Services Administration for Broward County right here this morning (at Booth #114).

GM Helps Open Show, with a Bang!
General Motors ends well into the 2004 country here
this morning, following its first hybrid electric vehicle,
which also happens to be the world's first full-size pro-
duction hybrid pickup truck, to the General Services

Administration for Broward County right here this morning (at Booth #114).
The vehicle has major implications for GM's long
term future too. "The hybrid models and the engine
technology will allow us to make efficient use of fuel."

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